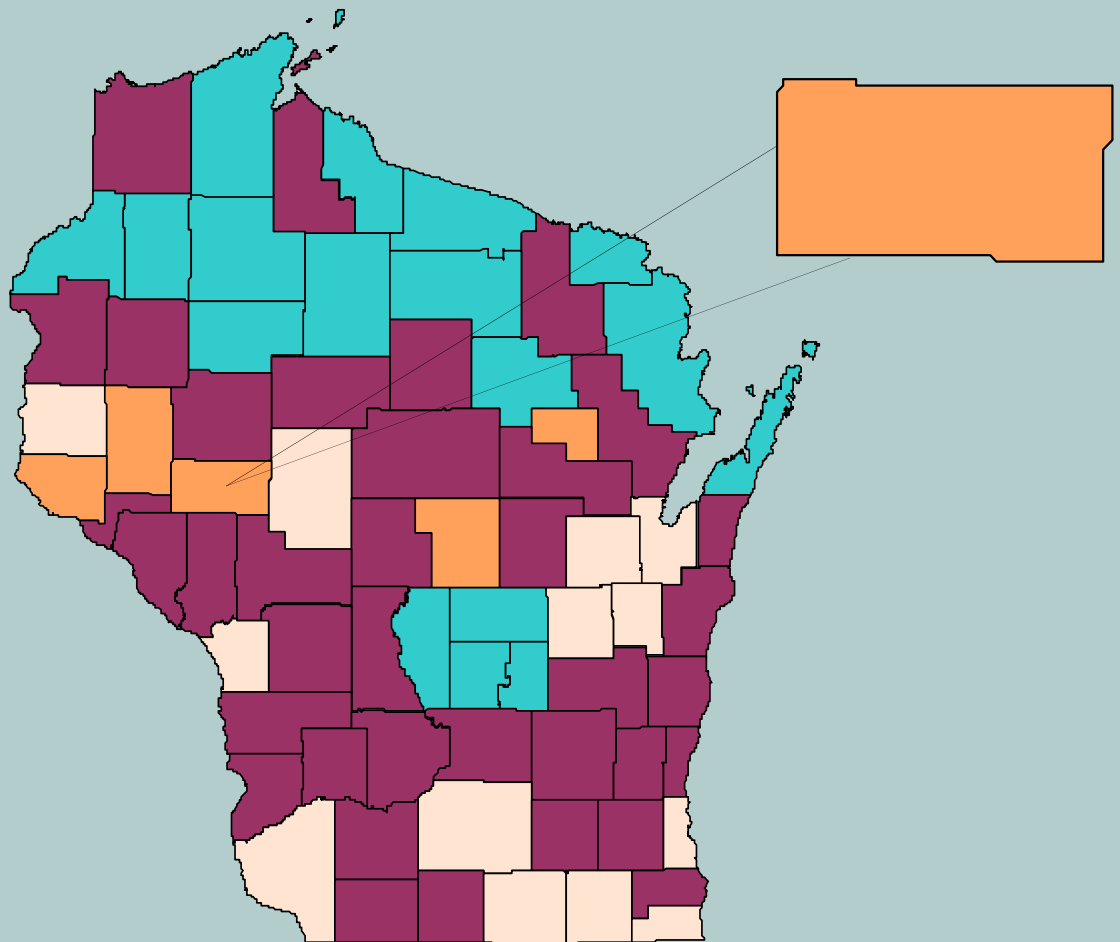
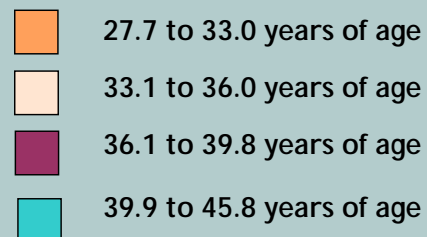


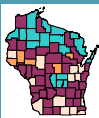
Eau Claire County Workforce Profile

Median Age by County, 2000



Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.





County Population

From 1990 to 2000 the population in Eau Claire County increased from 85,183 to 93,142 according to Census 2000 information. That increase of 7,959 residents was greater than the increase during the last decade. The county continued to add residents through the end of 2000 and by January 1, 2001 the population increased by another 890 residents. That resulted in a 1.0 percent increase which was greater than the growth in both the nation and state.

The increase in population of 9.3 percent during the 1990s ranked 43rd out of 72 counties in the state. Eau Claire County was also one of only twelve counties in the state where the increase from natural causes was greater than the increase from migration. From 1990 to 2000 there were 11,239 births in Eau Claire County that exceeded the number of deaths by 4,525. There was also the increase in population from migration that brought 3,434 new residents to the county in the 1990s, significantly higher than the net migration of 703 residents in the 1980s.

A net gain in population from migration means that more people moved to the county than moved out of the county. Census 2000 reveals that prior to 1995, roughly 25 percent of the population 5 years and older, or 21,626 individuals, lived in a different county. Of those new residents 36 percent moved

from another state and 64 percent from somewhere else in Wisconsin.

The census also reveals that the majority of the increase in county population occurred with the addition of 6,372 in the white population. Other ethnic groups did contribute to population growth but the increases were small. In 2000, just over 96 percent of the population in the county were white, about the same as in 1990. The second largest ethnicity, Asians, comprised 2.5 percent of the population.

The largest municipality, the City of Eau Claire, with an increase of 4,664, added the most new residents during the 1990s; but the Town of Pleasant Valley increased the fastest, with a 29.1 percent change in population and the addition of 605 residents. The second largest numeric increase in population was in the City of Altoona with 809 more residents.

Many of the residents that moved to the county during the 1990s were probably younger to middle-aged even though the largest increase in population occurred in the 50-59 year old age group. Most of this increase was from an aging population, as was the second largest increase in the 40-49 year old group. In spite of the increases in population groups over 40, the median age in Eau Claire County of

(Continued on page 2)

Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Eau Claire County	93,142	94,033	1.0%

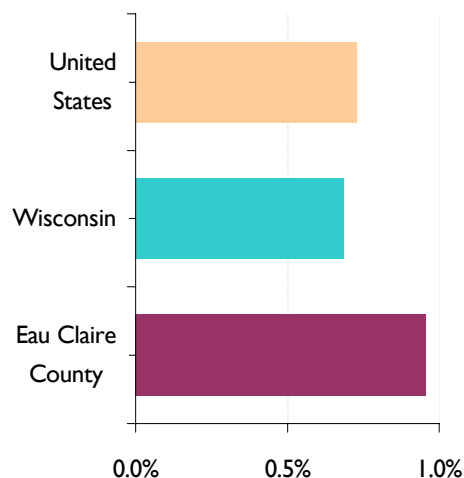
Ten Largest Municipalities

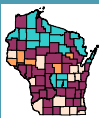
Eau Claire, City *	59,794	60,418	1.0%
Washington, Town	6,995	7,084	1.3%
Altoona, City	6,698	6,698	0.0%
Seymour, Town	2,978	3,004	0.9%
Pleasant Valley, Town	2,681	2,715	1.3%
Union, Town	2,402	2,449	2.0%
Bridge Creek, Town	1,844	1,842	-0.1%
Brunswick, Town	1,598	1,607	0.6%
Augusta, City	1,460	1,459	-0.1%
Fall Creek, Village	1,236	1,246	0.8%

* Eau Claire portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



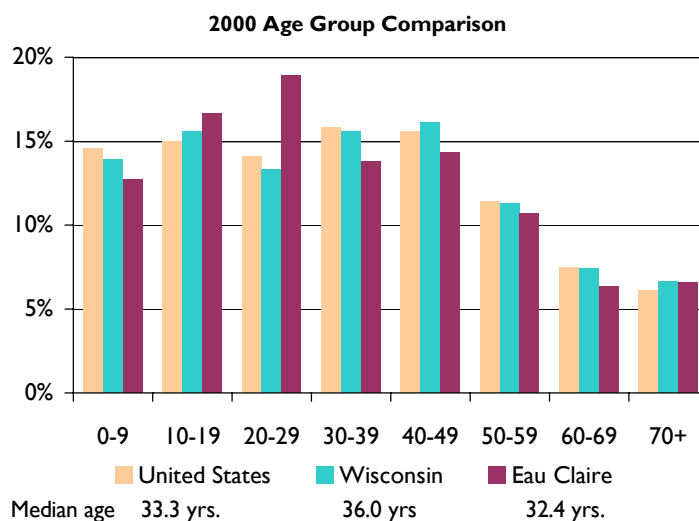


32.4 years is the fourth lowest in the state and increased very little from the median age in 1990 of 30.2 years. The median age in the City of Eau Claire is even lower at 29.4 years. Both are lower than the state median age of 36 years old and the national median age of 33.3 years.

The lower median age means that there are more residents in the younger population groups than in the older age groups. What is apparent from the graph on the right, however, is that most of that younger population is in the 20-29 year old group. The share of residents in this age group reflects the importance of the post-secondary education institutions in the county. Students, many of them from surrounding counties, move to the area following high school graduation. That advantage vaporizes in the 30-39 year old group, where there is not only a smaller share than in the state and nation, there was also a reduction in the number of residents.

The county has a smaller share of population in nearly every other age group than both the state and nation, except the 10-19 year old group. This group is larger than in the state and nation because of higher birth rates in the 1980s.

In spite of the low median age and the higher share of population in the younger age groups, the largest increases in population occurred in the 40-



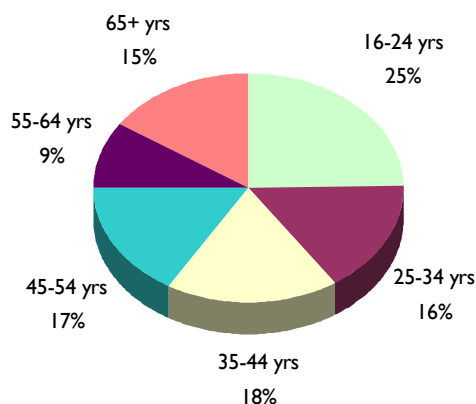
Source: US Department of Commerce, Census Bureau, *Census 2000*

49 and the 50-59 year old groups. This primarily reflects the aging of the last of the baby boom population and deserves particular attention.

The consequences of the increases in the population groups over 40 on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of an increasing older population, preparing to retire, will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

County Civilian Labor Force

Eau Claire County Labor Force Age Groups



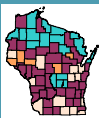
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

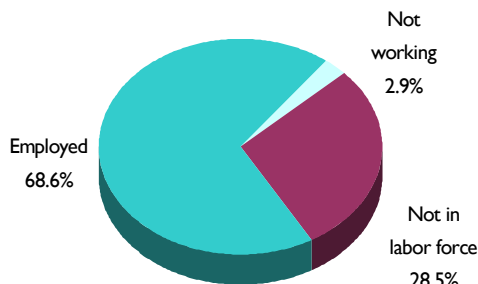
The Eau Claire County population in 2000 16 years and older totaled 73,540. This population comprises the potential labor force in the county even though 15 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

Other age groups also share characteristics. The

(Continued on page 3)

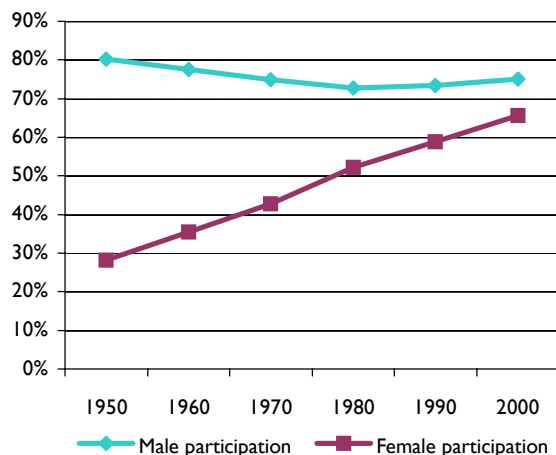


2001 Labor Force Participation



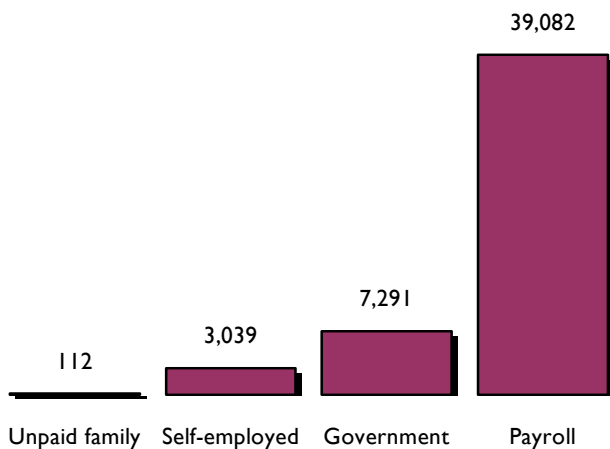
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills, and moving into new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation in 2001 in Eau Claire County included 68.6 percent of the labor force age population that worked, 2.9 percent of the population that were unemployed and 28.5 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 71.5 percent.

Labor force participation, based on estimates from the Local Area Unemployment Statistics (LAUS) program, peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently less than in the state (73.5%) but higher than in the nation (66.9%). One of the primary reasons for slightly lower participation is the large share of population in the 20-29 year old group that are probably students.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has steadily increased while participation of men has declined. There are a number of factors that serve as explanations for these divergent trends, but the most comprehensive is the change in the county's industry mix away from goods-producing jobs to-

(Continued on page 4)



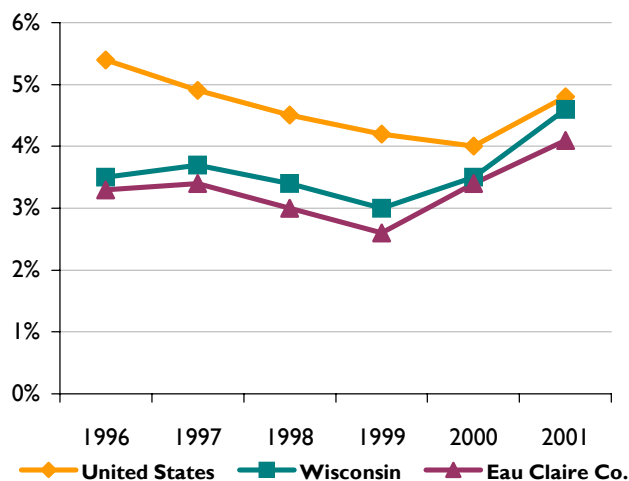
wards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more permanent positions, than women are.

Labor force participants who work are engaged in several 'types of employment'. In Eau Claire County 79 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 15 percent of total employment.

Roughly six percent of workers in Eau Claire County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is roughly the same in Eau Claire County as in the state (6.4%), but has declined since 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs do.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5).

Unemployment Rate Comparison

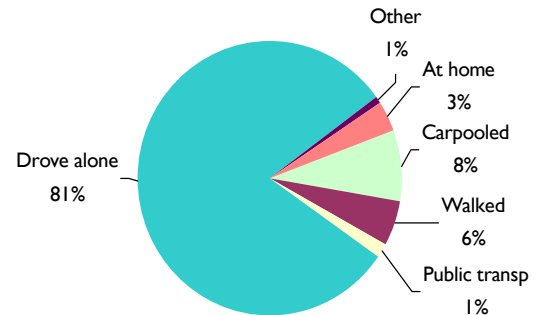


Eau Claire County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	50,700	52,000	52,200	51,300	51,700	52,300
Employed	49,000	50,200	50,600	49,900	50,000	50,200
Unemployed	1,660	1,750	1,550	1,360	1,750	2,120
Unemployment Rate	3.3%	3.4%	3.0%	2.6%	3.4%	4.1%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

An additional factor that effects the local labor force is the number of workers who commute into, or out of the county for jobs. Census 2000 revealed that roughly 18 percent of the workers living in Eau Claire County traveled outside the county for work. The specific destination of those workers from the census is not scheduled for release until 2003.

Over the last five years the number of employed in Eau Claire County increased by 1,200 from 49,000 in 1996. The increase in employment occurred as news of manufacturing reductions made headlines and the additional jobs from other employers largely went unnoticed. In each of the last five years the county average annual unemployment was lower than state or national rates. Even when seasonal trends pushed the unemployment rate up to 4.9 percent in February 2001 it was still below the state unemployment rate.

Most of the workers in Eau Claire County drive alone to a job, while only eight percent, less than in the state, were part of a car pool. Only three percent of those employed work at home, also less than the share in the state. In Eau Claire County the only method of getting to work that was higher than in the state was walking.



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	47,666	49,800	50,939	52,870	53,743	53,560	-0.3%	12.4%
Goods Producing	6,380	6,982	7,751	8,363	7,871	7,434	-5.6%	16.5%
Construction & Mining	1,703	1,760	1,844	2,101	2,057	2,252	9.5%	32.2%
Manufacturing	4,677	5,222	5,907	6,262	5,814	5,182	-10.9%	10.8%
Durable	2,155	2,800	3,537	4,067	3,389	2,905	-14.3%	34.8%
Nondurable	2,522	2,422	2,370	2,195	2,425	2,277	-6.1%	-9.7%
Service Producing	41,286	42,818	43,188	44,507	45,872	46,126	0.6%	11.7%
Transportation, Communications & Utilities	2,819	2,794	2,645	2,652	2,664	2,500	-6.2%	-11.3%
Total Trade	14,653	15,002	15,008	15,649	16,182	16,165	-0.1%	10.3%
Wholesale	2,026	2,097	2,128	2,294	2,414	2,451	1.5%	21.0%
Retail	12,627	12,905	12,880	13,355	13,768	13,714	-0.4%	8.6%
Finance, Insurance, and Real Estate	2,006	2,049	2,121	2,089	2,221	2,305	3.8%	14.9%
Services & Misc.	14,064	15,269	15,773	16,483	16,997	17,336	2.0%	23.3%
Total Government	7,744	7,704	7,641	7,634	7,808	7,820	0.2%	1.0%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

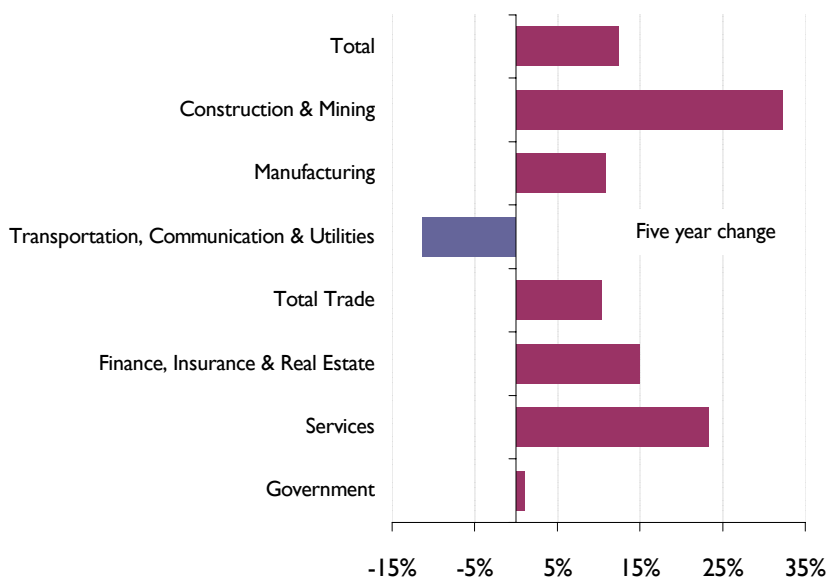
Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Eau Claire County. All payroll jobs are counted and include occupations from managers to laborers who work full- and part-time, in permanent, temporary and seasonal positions, and are paid hourly, through commissions or sala-

ries, or by piecework. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

There were 53,560 nonfarm wage and salary jobs in the county in 2001, a year when total employment in the labor force (county residents) was 52,300. With over 8,600 workers traveling out of the county for jobs (Census 2000) and some residents working more than one job, local employers need workers from other counties to fill vacancies. Most of those workers commute from Chippewa, Dunn and Trempealeau counties.

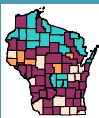
Total nonfarm employment increased 12.4 percent from 1996 to 2001, exceeding the increase statewide of 8.7 percent. However, in the last year job reductions in the county and the state resulted in a 0.3 percent loss. Most of the loss in the last year occurred with manufacturing employers and began in 1999. Over the five-year period, however, manufacturers added jobs to the local economy and one the industry's largest groups, industrial equipment production, remains on the list of the largest industry groups in the county.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

(Continued on page 6)



Top 10 Employers

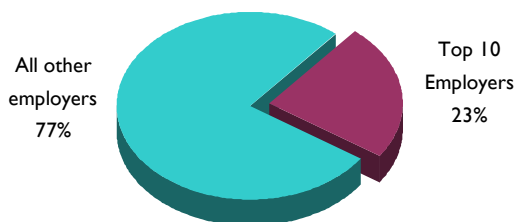
Company	Product or Service	Size
Menard, Inc.	Building materials & hardware store	1,000+
Eau Claire Area School District	Education	1,000+
Luther Hospital	Health care: hospital	1,000+
University of Wisconsin- Eau Claire	Education	1,000+
Sacred Heart Hospital	Health care: hospital	1,000+
Midelfort Clinic Ltd Mayo Health	Health care: clinics	1,000+
Hutchinson Technology Inc.	Industrial equipment: computer components	500-999
City of Eau Claire	Executive & general government	500-999
Wal-Mart Associates Inc.	General store	500-999
County of Eau Claire	Executive & general government	500-999

Top 10 Industry Groups

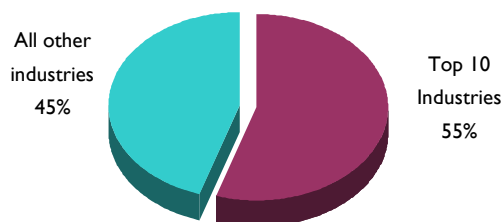
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	129	6,224	270	1,231
Educational Services	23	5,000	170	592
Eating and Drinking Places	202	3,971	218	5
Building Materials & Garden Supplies	*	*	*	*
Business Services	126	2,511	-696	433
General Merchandise Stores	14	2,070	230	553
Industrial Machinery and Equipment	22	1,693	-446	602
Wholesale Trade-Durable Goods	131	1,686	14	489
Food Stores	35	1,649	54	98
Executive, Legislative, and General	19	1,551	-41	17

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

The largest increase in jobs since 1996 occurred with services industry employers who now provide nearly one-third of all jobs in Eau Claire County. Of the industry groups included in services division, health services is the largest and is also the largest industry group in the county. Employment with health care providers increased by 1,200 jobs in the last five years and continued to add jobs in the last one-year period. Business services, also part of the

large services industry division, is also on the list of largest groups but shows a loss of jobs from 2000 to 2001. Many of the jobs with business services employers are with temporary help agencies who supply production workers to area manufacturing firms. With the slump in manufacturing these workers are not needed.

Of 2,326 employers in the county, the ten largest

(Continued on page 7)



provide 23 percent of all jobs. The largest is Menard Inc., representing the building materials and garden supply industry group. This group, along with eating and drinking places, general merchandise stores, and food stores, is part of the retail trade industry division. Generally, retail trade employers are smaller, but in Eau Claire County there are two on the list of largest employers.

Retail trade employers provide the second greatest share of jobs in the county (27%) but less 19 percent of the total payroll. Payroll is higher here

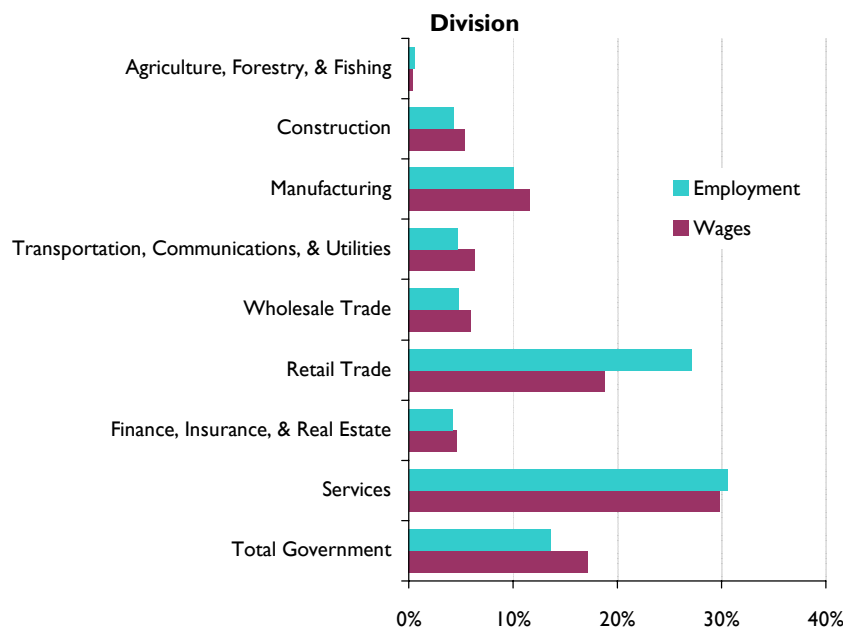
though than in many counties in Wisconsin. Even though the industry has numerous part time jobs many of which are seasonal and offer lower hourly wages, the presence of a corporate office increases payroll and the annual average wage. Retail trade workers in the county earn over \$4,600 more annually than their counterparts in the state.

The greatest disparity in wages are earned by workers in finance, insurance and real estate. Here the absence of corporate offices and part time hours, contribute to an annual wage that is only 75 percent of that earned by workers statewide.

The greatest payroll and most jobs are with employers in the services industry division, however. Annual payroll of \$418,089,788 is nearly 30 percent of the total payroll from all employers of \$1,402,771,174 in 2001.

Average annual wages increased 4 percent in the last year but that doesn't imply that hourly wages increased by the same amount. The annual average wage is affected by part-time, seasonal and overtime hours, by turnover, and by employer reductions. Employers generally lay off the least senior workers who earn less hourly wages than those retained. The higher wages of the remaining workers inflate the increase in wages over a year.

2001 Employment & Wage Distribution by Industry



Annual Average Wage By Industry Division

	Eau Claire Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 27,842	\$ 30,922	90.0%	4.2%	27.3%
Agriculture, Forestry, & Fishing	\$ 19,164	\$ 22,565	84.9%	-3.7%	3.8%
Construction	\$ 34,145	\$ 39,011	87.5%	-0.8%	20.9%
Manufacturing	\$ 32,076	\$ 39,739	80.7%	4.0%	24.8%
Transportation, Communications, & Utilities	\$ 37,483	\$ 36,639	102.3%	0.3%	22.7%
Wholesale Trade	\$ 34,825	\$ 40,521	85.9%	4.1%	29.0%
Retail Trade	\$ 19,217	\$ 14,596	131.7%	-4.2%	35.4%
Finance, Insurance, & Real estate	\$ 30,494	\$ 40,933	74.5%	7.6%	22.8%
Services	\$ 27,179	\$ 28,775	94.5%	8.4%	25.2%
Total Government	\$ 35,176	\$ 33,785	104.1%	1.1%	17.1%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due* covered by Wisconsin's U.C. Law, 2002



Occupation and Education Characteristics of County Population

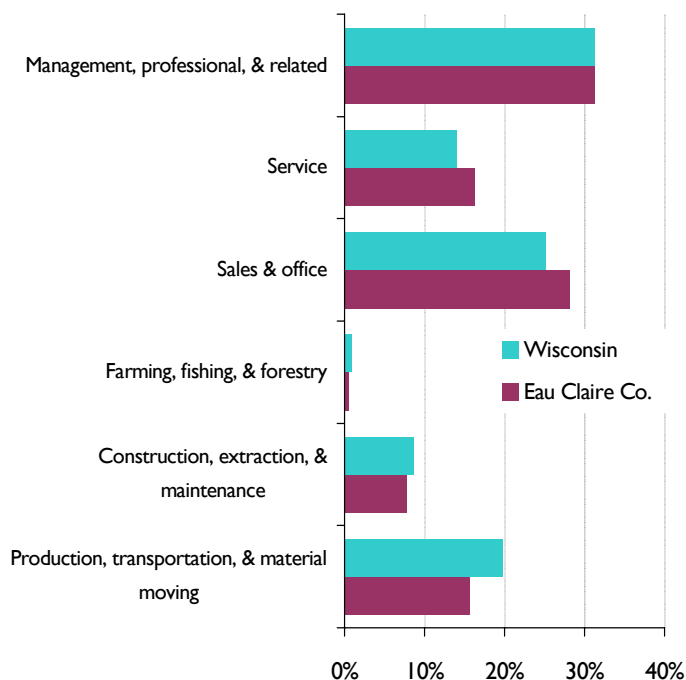
The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Eau Claire County. The distribution of occupations reflects the employment of all resident workers, including those that are self-employed and commute out of the county for jobs.

The largest group in Eau Claire County, as in the state, is management, professional and related occupations. The management, professional and related occupations in Eau Claire County primarily include jobs as teachers and health care professionals. These jobs are found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Eau Claire County 58 percent of the population 25 years old and over have some education beyond high school and 27 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

Roughly 31 percent of the population has 1-3 years of post-secondary education that could include some college with no degree, an associate de-

Employment by Occupation Group: 2000

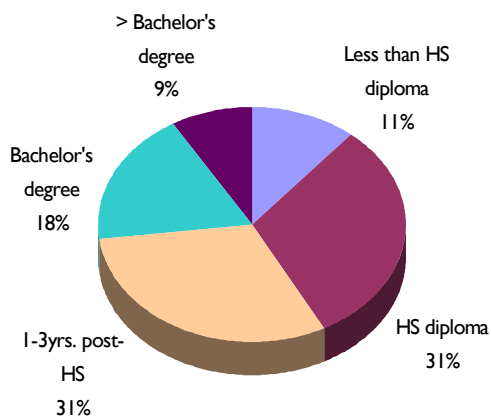


US Department of Commerce, Census Bureau, *Census 2000*

gree, or technical college training. Workers in this group find employment in all occupational groups including the production, transportation, and material moving occupational group, the fourth largest in the county. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupations, the second largest group. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, and general office clerks, are employed in all industries.

The third largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 16 percent of the workforce in Eau Claire County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

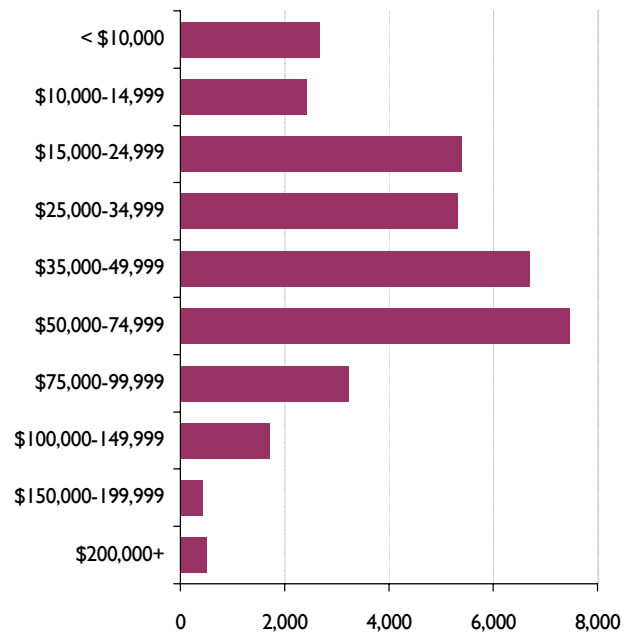
The median household income in 1999 (last full year of income data used for census) in Eau Claire County of \$39,219 was 90 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while roughly 14 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 10.9 percent that is higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Eau Claire County is 2.5 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$2,405,801,000 in Eau Claire County, divided by the total population. PCPI in Eau Claire County in 2000 of \$25,803 was 92 percent of the PCPI in Wisconsin and 87 percent of the United States. In the last year it increased only 4.8 percent, exceeding the increase in the state of 4.6 percent, but not the national increase of 5.8 percent.

Incomes are lower in Eau Claire County, not only because of lower wages but also because of a larger elderly population living on fixed incomes.

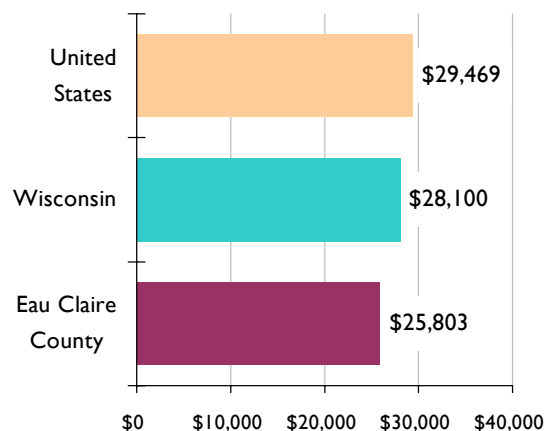
Households by Income Range
Median household income in Eau Claire Co. \$39,219



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Income from government retirement and medical payments comprises 79 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

